Funding Research and Development through SBIR and STTR Grants
Noon to 1:30 p.m. Jan. 15, IMU Dogwood Room
Speaker Joe Trebley will define Small Business Innovation Research and Small Business Technology Transfer phase I and II grants; outline the commonalities of a fundable grant; and introduce the legal and business requirements necessary for filing both applications. Combined with the following lecture as a two-part 90-minute set

12 Steps to Starting a New Company
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Trebley will provide a step-by-step process for starting a new company to meet Small Business Innovation Research requirements.

- STTR must have at least 30% done at a nonprofit institution
- SBIR does not require work with a nonprofit and only a max of 33% can go outside (aka your lab at IU)
- SBIR pot of money is more
- Both vary between 10-25% funded
- Each agencies process is different.
- IEDC Indiana economic development fund will match up to $50k
- Continual contact with your small business program official is recommended as they can help you and are more flexible than those for institutions
- STTR max with institution 60%
- If you even think of starting a company check with Conflict of Interest!!!
- Both must be submitted from the business not your depth at IU. If subaward going through the university then it must also route through the university before going to the funding agency.
- Module test questions
  o b) False
  o b) STTR
  o b) False
  o True
- IU mandates that the subaward must have a PI as well but it cannot be the same person as the grant PI
- Conflict of interest isn’t inherently a bad thing as long as it is documented and managed.
- Deadlines can and will move so look them up.
- Not just pitching your science but more solving their problem.
- Investors do not invest in ideas. They invest in the team. Put together a complete, A team.
- Module test questions 2 were skipped
- Gant chart is absolutely critical for your proposal.
- Name your company something that isn’t too descriptive as what your company does can change drastically (ex. Pfizer, Google)
  o Google your name. Check with the US trademark office.
- What is the real problem that you are solving? Articulate this clearly in phase one.